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JULY 1949

EXTENSION SERVICE
Review

*Demonstrations
by the Dozen . . . Page 123*



This Month

- Overflow articles from the Visual Aids Issue include Al Mortenson's account of a series of charts visualizing the local economic facts needed as background in over-all planning, J. Roland Parker's report on his successful color movie on improved pastures, W. O. Mitchell's story of how his visual program grew, Amos Monroe's advice on making the pictures tell the whole story, three visual testimonials from Oklahoma, Texas experiences with television, and Ray T. Nicholas' examples of the successful use of pictures.
- Front cover picture of wheat was taken by J. W. McManigal, Horton, Kans.

Next Month

- A challenge to Extension is found in cities, writes Karl Knaus in an article which states that "farm people are finding a community of interest with urban dwellers in the solution of such problems as marketing, consumer education, community services, and agricultural policy."

Introducing the speaker may be an everyday job to extension workers. How often is it done with finesse—so that the audience is ready and eager for the speech? Bill Clark in a recent Wisconsin conference spoke on this subject to such good effect that one listener asked to have the same discussion in the Extension Service Review. Bill accommodatingly wrote it, the editors like it, and we hope you will, too.

Interest in work with young men and women is reflected in two short items. From Delaware comes an account of home demonstration clubs that visited young mothers to find out what type of material and services they most needed. From North Dakota comes the report of Home Demonstration Agent Mrs. Magdalene H. Clausen's survey to locate all the young men and women between 17 and 30 years of age in Stutsman County.

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EXTENSION SERVICE
Review

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DEMONSTRATIONS by the Dozen

**The County's biggest 1-day program
in out-of-school education**

N. M. EBERLY

**Assistant Extension Editor
Pennsylvania**

FARMERS in White Deer Valley, Lycoming County, Pa., are still talking—and are likely to be for some time—about a recent farm conservation day on the Carl E. Jarrett farm, 8 miles south of Williamsport. Staged as a multiple demonstration of improved farm practices, the event attracted 3,000 persons and proved an effective instrument in mass agricultural education. Results more than pleased the joint sponsors—the Agricultural Extension Service and the county veterans' training program.

Spectators came on foot, by automobile, truck, and chartered bus. Most of them were Lycoming County farmers and their families, although about 20 additional counties were represented, or about one-third of the entire State. County Agent H. K. Anders and Pennsylvania State Police estimated the crowd for the day at 3,000 or more, with an average of 2,000 on hand from the time the program opened at 9 a. m. until it concluded at 4 o'clock in the afternoon.

They saw land drained, fields contour-striped for erosion control, vegetables planted, plows adjusted, lime spread, trees set out, a pond built for water supply and recreation, and a paint spray gun in operation. Farm women were interested spectators as well as men. In the Jarrett home a nursery set up for the youngest visitors provided a child care demonstration. The county home economics extension representatives, Cecile Gebhart and Carolyn Hocking, were in

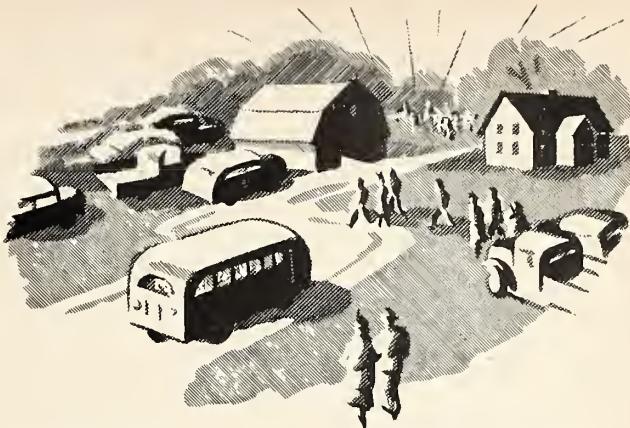
charge. They also explained conservation methods in making children's clothing and toys at home.

Jarrett, ex-GI who bought his 234-acre farm (190 in cultivation) a year ago, supplied materials. Machines and labor were donated. Farmers, including veteran trainees, were eager for the chance to lay tile, handle a paint gun, or plant trees. They manned most of the operations. A bulldozer provided by a construction company and a traction ditcher owned and operated by a Muncy farmer took time off from custom work as goodwill gestures. The bulldozer heaved up ramparts for a three-quarter-acre pond and stayed on the job until it was finished. The ditcher, opening a 16- by 30-inch trench (true to grade), showed that ditch digging—no longer feasible by hand—is again practical in its cost.

How To Plant and Paint

An experienced Montoursville trucker planted asparagus and strawberries in the Jarrett garden, discussing the merits of different varieties and explaining planting methods as he went. R. S. Christ, Montoursville, and Paul K. Winer, Williamsport, at work on the barn, explained painting procedures. Farmers can paint their own buildings, and at minimum cost, they told onlookers, by pooling ladders, scaffolding, and other equipment or by sharing what they have with their neighbors.

Extension specialists from the Pennsylvania State College, assisted by veterans' training instructors, described important factors in the demonstrations and explained how farmers could apply these practices



on their own farms. Frank G. Bamer and Albert E. Cooper, extension agronomists, took turns at the speaking end of a sound system and in the field nearby to demonstrate and explain, step by step, the procedure for laying out fields in contour strips. The strips, they said, would help prevent soil erosion, conserve moisture for growing crops, and build up fertility. They were assisted by Frank S. Zettle, assistant county agent, and T. R. Heim, Cogan Station, a veteran's instructor. E. F. Oliver, instructor in agricultural engineering at the college, showed how to make adjustments to plows, "most abused implements on the farm."

Wood Lot Set Out

Along a hillside that was too steep and rough for cultivation and not practical for grazing, 1,250 trees of 6 different species were planted to enlarge the farm wood lot—a lesson in reforestation. Frank T. Murphy, extension forester, had charge. While the pond building and tile installation were under way, C. Howard Bingham and Charles G. Burress, extension agricultural engineers, answered questions and kept up informal, running discussions on these operations. A power spreader attached to a truck made short work of a lime application in an adjoining field. Other veterans' trainers who assisted included M. L. Welshans, John E. Shirey, John Solomon, and Howard C. Eck.

Detailed planning, ample advance preparation, and good teamwork among all who had a hand in the day's activities, combined with choice location and ideal weather (a crisp,

(Continued on page 142)

Seeds to Europe

OWEN S. TRASK, Assistant Extension Horticulturist,
University of Connecticut

CONNECTICUT'S third "Seeds for Europe" campaign came to a successful close with people in western Europe the recipients of 450 packages of vegetable seed. Through the efforts of the Connecticut Federation of Rural Youth and 4-H Club members and leaders, and assistance given by newspapers and radio stations, \$929.50 was contributed in this campaign. The project, which is the third of its kind, originated from an appeal to help ease the food shortage in Germany.

Here's how the campaign came into being: Early in 1947, Lt. Lynn C. Keck of the Bremerhaven Enclave, Germany, wrote to Connecticut's State 4-H Club office. He said: "There are 110,000 school children in this area. We are trying to urge and interest the German youth in gardening. This program is set up both to ease the German food shortage and to encour-

age the policies of 4-H Club work." Then Lieutenant Keck asked if there was some way in which vegetable seeds could be sent.

The problem was turned over to the University of Connecticut 4-H Club at Storrs, and a campaign entitled "Garden Seeds for German Youth" was started. A special collection of 12 different kinds of seeds suitable for planting in Germany to sell for \$1 was prepared by a Connecticut seed company. 4-H Clubs and other groups throughout the State contributed \$736, enough to buy, package, and ship 600 collections to Lieutenant Keck. Although the seeds arrived too late for planting that year, many letters were received from German youth groups expressing appreciation for the "seed gifts" which would be used the following spring.

In January 1948, a Nation-wide plan was set up so that anyone in the

United States could send vegetable seeds to relatives or friends in 22 different western European countries. A special seed collection of 23 varieties of seeds was suggested by the American Seed Trade Association. The University 4-H Club again sponsored a "Seeds for Europe" campaign starting February 15 and ending March 31. Arrangements were made with the same Connecticut seed company to supply the seed assortments. By guaranteeing that at least 100 assortments would be ordered, the price was set at \$2.75 each, including all costs.

Contributions of \$803.60 were received by the club, and 275 packages of seeds were sent to 11 different western European countries. Where donors did not name a recipient, the contributions were used to send collections to some of the German youth groups that had been given seeds the previous year.

Last October Connecticut's 4-H Club agents felt that the many letters of appreciation received from Europeans and the worth-whileness of the project were indication enough that another "Seeds for Europe" campaign should be carried on in the State. To make sure that seeds arrived in Europe in time for planting it was suggested that the project start in December and end January 15,



Extension on International Front

Extension took a leading part in the Second National Conference of the United States National Commission on UNESCO held at Cleveland, Ohio, March 31-April 2. The above picture shows (left to right) Mr. U. Ba Tin, extension student from Burma; Director C. M. Ferguson of Ohio; Mr. Jorge Bolton, extension student from Chile; Director M. L. Wilson; and County Agent George Ganyard of Franklin County, Ohio.

County Agent Ir. Carolus Wilhelmus Cornelis van Beekom for the isles of the Dutch province of Zeeland meets Director M. L. Wilson. He is in charge of 33 young Dutch farmers now on American farms.

1949. The closing date was later advanced to January 31. The Connecticut Federation of Rural Youth offered to sponsor the campaign instead of the University 4-H Club, whose members would be away from their campus during the Christmas recess and would later be busy with term examinations.

Materials giving the details of the campaign were prepared at the State 4-H Club office and sent to all 4-H Clubs by the club agents. A news release announcing the campaign was sent to all newspapers and State and county publications. Frank Atwood, WTIC Farm Program Director, publicized the project on his radio programs. Although no definite goal was set, it was hoped that at least 300 seed collections could be sent to Europe.

A collection of 22 kinds of seeds was prepared by the seed company to sell for \$2, including costs of packaging and shipping. The seeds weighed just under 2 pounds and were enough to grow several thousand pounds of vegetables. Donors sent their contributions to the campaign chairmen of the counties in which they lived. Those giving at least \$2 could name a person in western Europe to whom the seeds would be sent. Smaller contributions and those not earmarked for any particular person were combined to buy seeds for youth groups in the Bremerhaven area. County chairmen forwarded their orders to the seed company at the end of each week and turned over all donations to Joanne Fritch, Federation treasurer, Torrington, at the end of the campaign. To each contributor was sent a receipt for his donation. The name and address of each donor was enclosed in the seed package.

Contact was made with Major Lionel Mann, German Youth Activities Officer at Bremerhaven, who made arrangements for distribution of the seeds sent to youth groups in that area. A total of 168 seed collections were sent to him during February and March. A special assortment of peas, beans, carrots, cabbage, broccoli, cauliflower, and onions was shipped to the Deutscher Jugendbund, a Bremerhaven youth group, to be used to grow vegetables for a summer youth camp.

Although the campaign officially closed January 31, contributions were sent in after that time. An interesting side light developed from a news release prepared by the United Press and sent out over a Nation-wide radio program. Telegrams and letters were received from several people on the west coast asking if they could contribute. Information was sent, and the donations received were used to buy seeds to send to Major Mann.

The results of this project should help materially to improve friendly relationships between this country and western European countries. Many pen friendships have been established in the past between some of the donors and young people in Germany and Bavaria. This is just one way that 4-H youths and their friends in Connecticut are doing their part to make this world a better place in which to live.

Seeing the Factual Background

AL MORTENSON, County Agricultural Agent,
Arapahoe County, Colo.

WHEN I was first employed in Arapahoe County a year ago, I observed that there was a vital need for county over-all planning in the various projects in which the rural population is concerned. The question was how to impress the need for county planning upon the minds of the leaders. It was fundamentally necessary to get to them the factual information on which our economy is based. Only with the use of background information could this be done. Yet background information, even at its best, can be boring or uninteresting.

Through the cooperation of Mr. Avery Bice, associate extension economist, and Mr. George Gale, visual aide specialist, we prepared a series of charts to make the information more interesting. These charts carried background information such as the use of land in farms, farm operators (classified by total value of farm products), years located on present farm, number of farms in the county, rural farm population, type of operator and acreage operated, average acreage per farm, number of farms by size, distance to an all-weather road, type of farm and value of products, and, from the home economist's standpoint, home conveniences. In addition to this type of background material, we prepared charts indicating the trend

of acreages of the various crops, such as alfalfa, barley, all tame hay, all wild hay, grain sorghum, corn, and sweet sorghum.

After making up this material in chart form, Mr. Gale helped me prepare Kodachrome slides from photographs. This material, used with a carefully planned talk, was a tremendous advantage in getting the leaders in the county to feel the need of democratic county planning.

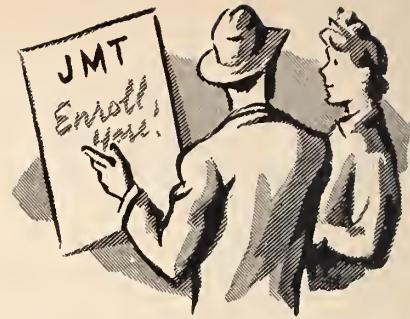
The leaders in the county are now beginning to understand what is meant by planning, and we have held our first road planning committee meeting, called by the interested people of the county. This meeting was attended by all members of the board of county commissioners. Sufficient results were obtained at this meeting that the county commissioners have been called upon to attend similarly called meetings over the county to discuss road problems on "home ground."

Photographs of the chart material have been produced and reproduced in our local papers. I credit a considerable amount of my first year's progress in Arapahoe County to the use of this visual aid program. A meeting of our county planners was called, at which time they invited the chairmen of all commodity groups, preparatory to outlining a year's "over-all" program.

Don't Fire Your Wife— Enroll Her in JMT

DORIS I. ANDERSON

Extension Home Management Specialist, New Jersey



SHOULD your wife be fired?" asks an efficiency expert in a recent magazine article. He claims that if the little woman worked for industry the way she does her housework, she'd lose her job.

Here in New Jersey we say: "Don't fire your wife—enroll her in job methods training."

New Jersey homemakers were the first to apply industry's job methods training principles to cut the drudgery time and lighten the load of household chores.

And their husbands are proud of them! They admire the businesslike way their wives are studying their household jobs.

In fact, men who have taken the course in industry often remark that their wives make as good or better use of the four-step plan than they or their colleagues did in industry or offices.

After 5 years New Jersey's JMT continues to have popular appeal for homemakers as well as press and radio feature writers. Foreign students and extension personnel from other States ask to see JMT in action. These requests are easily filled because 15 counties now offer JMT training.

All work is done by direct teaching on the part of the home agents who have completed the 40-hour trainer's course.

Time involved limits the number of courses on our agenda, but about fifteen 10-hour courses are held each year. Heading the list is Essex County, where Home Agent Margaret Shepard has given 18 courses since 1944.

Feeling that JMT can be used to advantage in 4-H Club work, we now are working on a 4-H project in agriculture and home economics with four counties acting as pilot counties.

Of the 755 women who have enrolled in JMT, 600 have received certificates for completing the work required. To qualify for a certificate, each homemaker has given a class demonstration. The demonstration is based on her written break-downs of the present and proposed methods of the job she chose to simplify.

Why do women drop out? Illness of family or home duties have accounted for a large percentage of casualties, as the classes cover a period of 2 to 3 weeks.

A few are disappointed when they discover that JMT isn't "magic" in the sense that it will solve their problems for them. When they find out that self-discipline is essential to learn better work methods, they may not return.

Generally, though, if a homemaker returns to the second meeting with a break-down of one of her jobs, she usually is sold on the JMT method.

Here is how we present the JMT course:

At the first meeting the agent explains the four-step plan. We use the Bill Brown radio shield demonstration perfected by industry. Then the agent gives two or more illustrations of how this plan can be adapted to homemaking. The majority of agents use the demonstration on the preparation of potatoes for baking. Some prefer a demonstration on rearrangement of storage spaces.

Between the first and second meetings, the homemaker applies the plan to a job in her own home. She has been urged to fine-screen small tasks or coarse-screen routines. She presents her findings at the second or third meeting.

Mrs. Mary W. Armstrong, Union County home agent, has found that she can profitably spend 15 to 20

minutes at the second session, giving additional help to those who failed to grasp the idea of how to make a break-down.

Preparation of some part of a meal is a job most often analyzed. Cleaning the house comes second, baking third, and laundering, dishwashing, and setting the table follow closely.

Other tasks analyzed vary greatly and include improving storage space, bedmaking, ironing, mending, sewing, and caring for children, pets, and plants.

The "give" and "take" discussions that take place after the first session always are interesting and spirited. Brides argue with experienced homemakers on the how and why of new methods.

New Jersey has developed a JMT card for use in both agriculture and homemaking. The homemaker hangs this 6- by 8-inch card in her kitchen to serve as a constant reminder.

Some agents show movies taken in the State to help with the instruction period. Kodachrome slides, principally of storage spaces improved by JMT, are available. The film strip from the Household Finance Corporation on cleaning the refrigerator has been used with good results. Dr. Elaine Weaver's Ironing a Shirt has been popular.

Homemakers report that they are grateful to JMT not only for showing them how to save time, steps, and energy, but also for developing in them a greater respect for their job of homemaking.

Somerset County alumnae have been meeting at regular intervals for 4 years. As they are a cross section of women interested in improving homes and homemaking methods, Home Agent Charlotte Embleton consults them before starting new projects.

Farm Tests Prove Value of Nitrogen

E. M. NELSON, County Agricultural Agent,
Wasco County, Oreg.

AN INDICATION that eastern Oregon soils are beginning to show greater age comes from the response of nitrogen fertilizers to wheat. The fact that Wasco County, Oreg., farmers could have had a million dollars additional income in 1948 if nitrogen fertilizers had been available and used on all its 70,000 wheat acres was demonstrated this past season.

Thousand-acre fields are common in this area, and the use of commercial fertilizer has been virtually un-

heard of. Some old-timers had been so optimistic as to think the good, fertile soil would continue to produce abundantly forever. There was pretty good reason for thinking so, too. Experiments had demonstrated only 10 years previously that land on which wheat had grown for 50 years but was properly handled during the fallow season had given no evidence of increased yields from the application of nitrogen fertilizers. Other fertilizer elements were demonstrated to be present in abundance, too.

However, with increased moisture such as prevailed during the summer and fall of 1947-48, it seemed that nitrogen fertilizers might pay dividends. Most farmers shook their heads when the idea was suggested, but enough farmers became interested to warrant ordering a car of ammonium sulfate. This was applied at the rate of 100 pounds an acre during the late fall and early spring on approximately 600 acres of fall-seeded wheat by 10 growers.

Plots to check yields were then established on eight farms in four communities. For the average of the eight plots, each 1 square rod in size, the use of ammonium sulfate at the rate of 200 pounds an acre increased yields by 16 bushels over check plots or run-of-the-field plots where no fertilizer was applied.

Ammonium sulfate applied at the rate of 100 pounds an acre increased yields by 7 bushels, or about half the increase from the use of double the amount of nitrogen. The increases in the yields of the wheat were in proportion to the amount of fertilizer used. No burning effect could be observed on any of the plots.

So-called complete fertilizers analyzing 12 percent nitrogen, 20 percent phosphate, and 8 percent potash also gave increases in yields in proportion to the amount of nitrogen they contained, but no benefit otherwise could be found.

M. M. Oveson and his assistants at the Sherman Branch Experiment Station, Moro, made test weights per bushel and also threshed the samples and figured the yields. The test weight per bushel from check plots averaged 58.1 pounds, which was about a pound less than that from plots receiving the heavier application of fertilizer. The test weight of wheat from the complete fertilizer plots was no heavier than that from plots where nitrogen alone was added.



Differences apparent even to the untrained observer prove the value of fertilization on test plots of wheat at the Ray Marvel ranch, Friend. Wasco County Agent E. M. Nelson displays small bundles of fall-sown wheat. Bundles in each instance represent the amount harvested from a fixed area; and additional straw and heads, increasing progressively from left to right, indicate the boost in productivity as the result of heavier "stooling." Bundles (from left) are: (1) "Run-of-the-field" sample, unfertilized, (2) ammonium sulfate used at the rate of 100 pounds an acre, (3) complete fertilizer (nitrogen, phosphate, potash) used at the rate of 166 2/3 pounds an acre, (4) ammonium sulfate, at the rate of 200 pounds an acre, and (5) complete fertilizer, 333 1/3 pounds an acre.

• ARDEN S. FOSTER (B. S. from Michigan State, 1938; M. S. from Rutgers, 1941) has been named to replace W. H. Armstrong as associate dairy husbandman in charge of dairy herd improvement work in Virginia. Mr. Armstrong resigned last summer to go to Tennessee. In his new position, Mr. Foster will help plan programs for Virginia's 50 associations.

4-H Leaders Complete Their Workshop

H. W. HARSHFIELD, Assistant State 4-H Club Leader, Ohio

FOR the third consecutive year, 4-H Club leaders in 27 northeastern Ohio counties have held 4-H leadership development workshops. These workshops were organized at 6 locations during the month of March, with 4 to 5 counties participating in each. Three evening meetings were held at each point, one night each week for 3 weeks. The name "4-H leadership development workshop" was used to describe the purpose as that of working out programs and materials. The 18 sessions had an average attendance of 80 leaders, junior leaders, and agents. A dinner was arranged at the final meeting at each of the 6 points.

The 1949 program covered three subjects, with one meeting devoted to each subject: (1) Working with people, with Mrs. Eunice Kochheiser,

assistant home demonstration leader, as resource person; (2) 4-H health program, under the direction of Sewall Milliken, health organization specialist; and (3) recreational programs, with R. Bruce Tom, specialist in rural sociology, as leader.

The program at each point was carried out by a committee of extension agents. Each followed a similar pattern. Committees were appointed to have charge of "mixers" for early comers and a recreation period at the end of each session. The committees also organized work groups, assigned leaders, and arranged for reports.

Subjects considered at the 1948 workshops were the use of junior leaders, program planning, and demonstrations. A total of 36 different demonstration outlines were developed.

oped by different work groups. A committee of extension agents representing the 6 workshops compiled a 23-page report, which was distributed to leaders of the 27 counties.

The 1947 workshops were devoted to camp programs. The combined 44-page mimeographed report covered camp philosophy, camping to meet interests and needs, camp management, counseling, campfire programs, vesper programs, music, crafts, and game leadership. These workshops differed from those of 1948 and 1949 in that work groups continued with the same subject for all three meetings.

This activity covering the northeastern district represents a part of the total program in the district participated in by O. C. Croy, district supervisor; Mrs. Eunice Kochheiser, assistant home demonstration leader; and the writer. The use of agent committees to make recommendations for larger unit programs has been followed for several years. During 1947-48 every agent in the district served on one or more of 14 committees, which included a 4-H and youth committee. These committees have reported before district conferences of all agents. The workshops were one of the activities planned and carried out by the 4-H and youth committee. Workshops generally are of most benefit to those who participate. This 3-year experience would indicate that local leaders like this kind of training program.

Will there be workshops in 1950? That's a decision for the district 4-H and youth committee. Mrs. Bertha Phillips, 4-H Club agent and chairman of the committee, said, "This workshop has been so good and the leaders so enthusiastic, I am wondering what we can do next year."



Local leaders liked the training program which called for active participation of each one in developing materials and programs.

Iowa Women Take "Good Neighbor" Tour

RUTH L. FOSTER, Home Demonstration Agent, Washington County, Iowa

WHEN the 35 rural homemakers of Washington County, Iowa, returned from their 1-week "good neighbor" tour of four Midwest States, they had fulfilled three goals: (1) To learn first-hand of farm family living conditions in certain areas; (2) to meet farm homemakers, broaden friendships, and discuss mutual problems; and (3) to visit historical spots and see agricultural and industrial developments.

The tour covered 1,700 miles and took the group into parts of Missouri, Illinois, Kentucky, and Indiana. It was an outgrowth of the year's world relations project. The women felt that if they were to come to understand their world neighbors better, they first needed to have a keener appreciation of their next-door neighbors.

Extension leaders in the States furnished background information which was assembled in outlines by the world relations chairman and used for study and discussion previous to the trip.

As a response to the remark, "Let's go see for ourselves," a tour committee was appointed to investigate the possibilities of such a project. This committee outlined the purpose of the trip. Then we wrote to the State home demonstration agent leaders. From all the ideas that poured in, the committee outlined the schedule. Thereupon further contacts were made with county home demonstration agents through their State leaders. They helped us obtain comfortable overnight stops and made arrangements for our group while we were in the area.

Visit Historical Sites

Historical points visited included the Mark Twain Museum at Hannibal, Mo.; "My Old Kentucky Home" and St. Joseph's Cathedral at Bardstown,



Ruth Foster, Washington County extension economist (left of photo), and 35 Washington County, Iowa, homemakers start out on a 1,700-mile "good neighbor" bus trip to visit their next-door neighbors in Missouri, Illinois, Kentucky, and Indiana. So successful was their trip that now they are looking forward to a similar venture next year.

Ky.; Pioneer State Park at Harrodsburg, which has a replica of Fort Harrod and historical relics of the first settlement in Kentucky; the Kentucky State Capitol at Frankfort; and Lincoln's home and tomb at Springfield, Ill.

View Farming Areas

A visit to the Ross Thompson farm near Rolla, Mo., gave us a first-hand view of how balanced farming helps to improve the farm and give the family a better income and standard of living. We stopped to see the granite pits and tuff mining area of southern Missouri, also.

At the Dixon Springs Experimental Farm, owned by the University of Illinois and situated in southern Illinois, it was plain to see how unproductive land can be reclaimed through good land use. The demonstration farmhouse exemplified good points in planning new homes.

For Iowa homemakers who can tell you much about growing corn the trip into Kentucky to view the raising, curing, and selling of tobacco

was most interesting. They also enjoyed the blue-grass region of the State and their visits to such large horse farms as Faroway, Whitney, Calumet, and Dixiana.

There was much to learn about Indiana agriculture, also. En route home through the south-central area of Illinois, we journeyed through the oil and coal mining areas and learned how these industries are affecting living conditions of that area. The peach and apple orchards and commercial daffodil farms of Union County, Ill., presented still another side of agriculture.

Make Many Friends

The tour was not without its social aspects. Myrtle Weldon, State leader in Kentucky and home demonstration agents and rural homemakers in McCracken, Christian, and Warren Counties entertained at dinner, luncheon, and tea. Friendships were widened as a Kentucky homemaker was hostess to an Iowa woman. There was an exchange of ideas on

(Continued on page 143)

Local Color Movies Sell Permanent Pasture Idea

J. ROLAND PARKER

County Agricultural Agent, Douglas County, Oreg.



VISUAL aids helped to sell a permanent pasture program to farmers and stockmen in Douglas County, Oreg. Color motion pictures and slides were first taken and used in 1941. From that time on, interest in permanent pastures developed rapidly and it has continued to grow each year. More than 12,000 acres of permanent pasture was seeded in the county in 1948, the best perennial grasses and legumes being used. Ten years earlier, 3,000 acres would have been an unusual acreage, and annual grasses would have predominated in the mixtures.

In 1935 a pasture improvement project was started. Grass and legume nurseries were established, and small demonstration plots of permanent pasture mixtures were seeded in several communities. Meetings at the nurseries and demonstration plots were first held in 1936 and were continued each year. Attendance was small, and interest shown by farmers was disappointing. Color motion pictures and slides taken of the nurseries and demonstration plots, when shown at community meetings, attracted attention and aroused interest. Attendance at field meetings improved, and the acreage of permanent pasture seeded showed a substantial increase year after year.

The motion picture, particularly in color, has many advantages in developing interest in new practices and in selling ideas. People like to see pictures; and pictures in natural color are more interesting, hold attention better, and are no more difficult to take or use than the old black-and-white films. Pictures make it possible

to take a method or result demonstration to any community in the county. They can be used to illustrate talks and emphasize important facts much better than words. Moreover, pictures can be kept and used for years to show the progress being made in a community or in the county as a whole.

Little difficulty was found in taking good colored motion pictures. Instructions furnished by the manufacturer of the films and camera were studied and carefully followed. Poor pictures resulted when attention to details were slighted or overlooked. Less than 20 percent of all motion picture film purchased has been dis-

carded because of poor quality.

Good pictures take time and planning to obtain the desirable results. Time is required to locate the subject to be photographed, and several trips may be necessary before the subject is at the stage of development desired. Then weather and lighting conditions may be unfavorable, and the taking of the picture has to be postponed. Although it takes time and often patience to get good pictures, an extension agent can be richly rewarded for his efforts.

Colored motion pictures put over the permanent pasture programs in Douglas County and are still influencing farmers as the years roll along.

Television Is Better

THE Texas county extension agents, W. A. Ruhmann and Gayle Roberts of Fort Worth, Tarrant County, present a regular weekly television show, "Gardening Can Be Fun," over WBAP-TV. Layne Beaty, RFD of WBAP, acts as interviewer and "stooge."

Says "Doc" Ruhmann, "We have a good spot on Wednesday night. The first few shows were on vegetable gardening. Garden plots were prepared on the set; and we gave actual demonstrations on soil preparation, seed treatment, plant selection, and planting."

Other programs have been devoted to fruit production with demonstrations on planting, pruning, spraying, and fertilizing of fruit trees; setting out lawn grasses; and pruning shrubs.

WBAP-TV's spacious studios are

well adapted to this type of presentation. Said a visiting television expert of the main studio, "It's big enough for elephants." That gave the WBAP-TV people an idea; the next time a circus came to town, they ran a herd of elephants in front of the cameras.

The station has been well pleased with the response and interest in the agents' programs, which have pulled more mail than any regular feature. The subject matter in the series has been planned to be timely and to meet the requests of both rural and urban families. WBAP-TV has a potential audience of 7,500 sets with an average of 5 listeners per set.

"Television has radio beat a country mile in putting over extension work," Mr. Ruhmann and Miss Roberts report.

To Make the Idea Convincing . . .

Three Oklahoma Agents Recommend Visual Aids

Wire Recorder Supplements Color Slides

LAST summer we had a series of 22 meetings to increase the fall planting of winter legumes. A short movie film was followed with colored slides made on farms that were doing outstanding work on growing winter legumes of the kind we were recommending. I had a Webster Wire Recorder connected with a public address system that allowed the farmer himself to tell his story when his particular colored slide was placed on the screen. Those at the meeting could actually see what the farmer was growing, hear his statement in his own words, and could check with the individuals at some later date on the results. When the colored slides were made, we made some black-and-whites that were run in the newspapers, emphasizing the legumes, as advance publicity for these meetings.

Colored slides are also effective in livestock work. Last winter we took a group of businessmen on a tour to actually visit the farms where boys had beef calves and barrows on feed. Extremely bad weather prevented making all of the stops that were scheduled. The party finished the event by eating dinner at a farm home, and the county agent showed colored slides of 4-H projects in Muskogee County.

A Recmar 33 camera to take black-and-white pictures for newspaper publicity, and records, and an Eastman 35 camera for use in slides, are a very necessary part of my equipment. I have a carrying case which makes it possible for me to have these two cameras in my car at all times. Both local newspapers are extremely anxious to have pictures made of any agricultural developments or success stories in the county.—*Ira J. Hollar, Muskogee County Agricultural Agent.*

Working Models

TO MAKE an idea convincing enough so that rural people will try out a new method or practice they must be shown the new method or practice. If we can clearly illustrate the method, it will insure to a greater degree the success of the trial. In other words, "I've heard about it" is fine, but "I've seen it" is excellent; and, of course, "I've done it" is the thing we are striving for.

Wherever possible, I actually do the thing I am trying to get adopted; but if this is impossible, I use a working model to accompany pictures and words.

Working models illustrate the construction and use of an efficient and inexpensive head-gate. Cattle are a part of almost every farm, and means of properly handling livestock are practically nonexistent on many

farms. A model, one-third actual size, with a model chute and release gate shows how this equipment works. It can be easily taken apart and the construction procedure illustrated step by step. I supplement this with a mimeographed "take away" which shows the gate, gives dimensions, distance, and bill of material. I believe this "take away" is a necessary supplement, but it must agree with the model.

I also use working models, one-third actual size, for a concrete septic tank. The model is so constructed that it can be assembled in the same manner as a farmer would do it on his own farm. I used cardboard backs painted to illustrate the ground and hole, and it actually supports the form as it should. I also offer a detailed "take away" with dimensions and cross sections shown.

Portable farm loading chutes, electric pig brooders, 20 by 20 straw loft laying houses, poultry house equipment are among the working models I have used. I try to build them to look like the real thing, just shrunken in size, and not like toys. In my beekeepers association, I use actual hives and apiary equipment for instruction, as it is not too bulky to haul.—*Fred Huffine, Stephens County Agricultural Agent.*

Pictures Sell Ideas



Before and after pictures effectively show the women of Canadian County, Okla., the progress made in home improvement. Home Demonstration Agent Margaret Edsel uses a Kodak reflex camera, a solar enlarger, and the kitchen as a darkroom. She uses pictures in the local newspaper and on the bulletin board to encourage better work and to interest others in taking part in extension programs. Pictures come in handy for the annual report. She also photographs 4-H Club Members with their projects for their record books. Pictures have proved a valuable tool for implementing the home demonstration program in Canadian County.

The New Trend in Recreation

What About Extension's Part?

IT was pointed out in previous articles that from a historical and cultural point of view recreation in rural America has been closely associated with the work habits of rural people and that this association has left a definite imprint on the philosophy of rural people with regard to recreation. It was also indicated that at present recreation is in a second stage of development—that of recreation as a function of rural group life through schools, churches, and other rural organizations of all kinds. This has given rise to the need for recruitment and training of volunteer leaders, and many ways for going about this training are being worked out.

Public Responsibility Grows

However, it is becoming increasingly obvious that we are today moving into a third stage in the development of a program of leisure-time activities which is probably the trend it will take in the future. That is its development as a public responsibility. Education for work and the carrying on of adult educational programs concerned with earning a living have long been considered a responsibility of government. I believe we are at the threshold of a similar development in the field of education for leisure and in the general direction of leisure-time activities. The public library movement has, of course, pioneered in this field. Furthermore, regardless of how we may have felt about it at the time, the recreation program carried on during the recent depression years by the Works Progress Administration gave the publicly sponsored recreation movement a great impetus. Even though the leadership was often weak and poorly qualified, many people for the first time envisioned the possibili-

ties of a broad recreation program. All of us, I expect, know of cases where people who had tried to provide their own recreation leadership on a volunteer basis found it more convenient to call on WPA to provide that leadership and when WPA was terminated found themselves caught short. The simple fact is that the idea of a publicly paid recreation leadership, similar to other fields of education and welfare, was planted in many areas. The USO movement, through returning service men and women, has given it further impetus. The idea has taken root.

The results are that today even some very small communities are employing recreation directors out of public funds. Menomonee Falls, Wis., Palmyra, N. Y., Mount Morris, Ill., and others are examples. Other small communities have expanded the appointment of one or more members of their high school faculty to 12 months and given them the increased responsibility of providing recreation leadership for the entire community; with special emphasis on children during the summer months when they are not in school. Some States are passing enabling legislation that makes it possible for counties or parts of counties to employ recreation supervisors through the use of public funds; Indiana is a notable example. These are rural adaptations of a plan rather generally accepted in our larger cities and even in many of our smaller cities that have almost fully staffed recreation departments.

Probably the two major factors that have retarded the rapid expansion of publicly sponsored recreation programs have been the usual reluctance on the part of public officials to allocate tax money for new purposes and the lack

This is the fourth and last in a series of short articles on Recreation Trends in the Rural Community by Prof. A. F. Wileden, extension rural sociologist at the Wisconsin College of Agriculture. He raises here a real question for Extension.

of adequately trained professional recreation leadership. Up to this time much of the emphasis by professional leaders in the recreation field has been on physical education, with special attention to competitive athletics. This has been true both in and out of the public school system and has been the characteristic emphasis in our newspapers and over the radio. A much broader concept of recreation is developing today and is being demanded by rural and village people.

This trend is necessitating a type of professionally trained leadership which up to this time has been inadequate to meet the needs. It was to meet this demand that the University of Wisconsin a year ago launched a curriculum for training in such leadership. The bases for this curriculum are an adequate background in the social sciences, training in several fields of skill, and training in professional methods and techniques. Other universities and colleges are developing similar curriculums.

The Use of Public Funds

I do not wish to imply that I believe all professional recreation leaders should be employed through public funds. Many private agencies such as the YMCA and YWCA, Boy Scouts and Girl Scouts, Red Cross, labor unions, industrial plants, farm organizations, and cooperatives should and will continue to provide their constituencies with staffs qualified in this field. However, I venture a prediction that more and more such personal working in the interest of all the people will be provided through public funds. Neither do I wish to imply that I think such professional leadership will supplant all volunteer leadership. I do not think this would be

sound policy, and neither do I believe it will happen. The very essence of a recreation program is its voluntary aspect, and one phase of voluntary expression is voluntary leadership.

It seems to me that what is likely to develop in the small rural community is professionally trained direction for the program but with the use of a staff of voluntary leaders. In many communities, as already indicated, this will probably take the form of an expansion of the available professional recreation leadership in local schools to the whole community. However, this will often require teachers trained in a different way from those the schools have employed up to the present. It is also frequently going to require an expanded vision of the responsibility of the modern school to the community. There is considerable evidence that, through our centralized or unified school systems, we are moving in this direction.

What Role for Extension?

But the time has arrived when the Extension Service might well consider the role that it is going to play in this rapidly developing field. Extension has already done a great deal in the encouragement and training of volunteer local leaders. It has encouraged in-service training for extension personnel, including some training in the recreation field. Some States have provided full-time professional leadership, especially in selected skills, on a State-wide basis. Is Extension at the point where it is ready to provide professional leadership to promote, organize, and supervise recreation and rural life activities in both county and State? It seems logical that Extension, out of its broad background of experience in working with adults and with young people, might be the proper agency to expand the scope of responsibility of its professional personnel to include this important task. Certainly it is not too much to assume that ways for doing it can be worked out. The alternative may be the setting up of entirely separate departments of recreation. Some States and some counties are already moving in this direction. And a bill has now been introduced in Congress to establish a separate Federal agency for recreation. Is this the direction we want to go?

Here it seems logical to summarize briefly what I have tried to point out in this series of four articles on the recreation trends in rural communities. First, I have pointed out that we are in need today of a much more positive emphasis in the field of recreation. Second, I have said that this emphasis should be increasingly focused where the need is greatest—on the small community.

With these two needs before us, I sketched, third, how, out of our cultural backgrounds, our philosophy and approach to recreation have slowly changed with the times. In pioneer days, largely of necessity, we closely associated play with work. This attitude gradually gave way to a more formally organized approach through schools, churches, and a multiplicity of organizations. At present, rural areas and small communities are largely in this "organized" stage, which depends greatly on voluntary recreation leadership. We are currently much concerned about training volunteer recreation leaders for help-

ing organizations and about coordinating their separate efforts into a broader and more inclusive approach to the problems of the community. Finally, in the fourth place, this development of recreation through volunteer leaders and the increasing demand for organized recreation are gradually making a place for the professional recreation leader, a trained person with a broad vision and a social approach to the field. The indications are that increased responsibility in providing this leadership is going to be assumed by the public. Should cooperative extension work assume a larger role in this trend, or none at all and leave recreation up to a professional public agency?

• A circulating library is doing a good job in Las Animas County, Colo., reports Mrs. Georgia Lee Wren, home demonstration agent. The women are proud and appreciative of this project which encourages them to read and keep up to date on the latest books.



Accent on the Children

This is one of the 12 nursery school groups developed by Maine Home Demonstration Clubs to care for the children during the regular meetings for their mothers and at the same time give the mothers helping with the nursery school some new ideas in child care and training. To help with the spread of these new ideas, the nursery schools held open house during Home Demonstration Week.



(Left to right) Martin L. Mosher, Enos J. Perry, James W. Cameron, Dale L. Wedington, Charles H. Hartley, Otis S. O'Neal, Harry L. Case, Gertrude L. Warren, Ella May Creswell, W. A. Billings, Leonard J. Kerr, Ira O. Schaub, Ira J. Hollar, Carl G. Ash, Ottis S. Fletcher.

Extensioners Receive Superior Service Awards

ON Monday morning, May 16, beneath an overcast sky, 16 extension workers who have distinguished themselves in their work were among 53 persons who received the coveted Superior Service Award from Secretary Charles Brannan. A throng of Department employees and close friends gathered on the Sylvan Theater grounds in Washington, D. C., to pay tribute to these people who have carved for themselves an everlasting niche in agricultural history. Among the extension workers were:

Carl G. Ash, county agent, Crookston, Minn., for exceptional ability and zeal in developing and maintaining a well-balanced county extension program with intensive effort on every problem whether concerning the farm, the home, rural youth, or the community at large.

William A. Billings, extension veterinarian, St. Paul, Minn., for promoting and popularizing the "confinement" plan which reduced the mortality rate in turkeys caused by "blackhead" by approximately 75 percent and for the prevention and control of other livestock diseases.

James W. Cameron, county agent, Wadesboro, N. C., for exemplary competence, initiative, and zeal as a county agent in promoting widespread adoption of sound systems of diversified farming and in the devel-

opment of improved living conditions in his county.

Harry L. Case, county club agent, Norwich, N. Y., for exemplary educational leadership, skill, and ingenuity in developing and maintaining on a continuing basis a county 4-H Club and young adult educational program of outstanding characteristics.

Ella May Creswell, State home demonstration agent, State College, Miss., for exceptional ability as an organizer, leader, and administrator of home economics extension work of broad scope, including effective pioneer emphasis on improving rural health conditions, improving the nutrition of the people, and enhancing the training opportunities for rural youth.

Ottis S. Fletcher, county agent, Eugene, Oreg., for exceptional ability in organizing and conducting effective extension work for and with rural people and for pioneering in the development of and reliance upon a county agricultural policy committee to help guide adjustments in the agriculture of the county.

Charles H. Hartley, State 4-H Club leader and acting director, Morgantown, W. Va., for outstanding educational vision and steadfast adherence to an ideal of rural leadership which has resulted in a broad and purposeful 4-H Club program facilitated by a

system of 21 county 4-H camps and a State leader training center developed largely through his initiative.

Ira J. Hollar, county agent, Muskogee, Okla., for vision and ability in developing an exceptionally effective and comprehensive county extension program which has contributed most significantly to agriculture and rural living in his county.

Leonard J. Kerr, county agent, Memphis, Tenn., for exceptional organizational, teaching, and leadership ability as reflected by an unusually meritorious record of accomplishments in serving both rural youth and adults of the county, as well as numerous residents and interest groups of a large metropolitan area.

Martin L. Mosher, extension farm management specialist, Urbana, Ill., for especially meritorious service to agriculture through pioneering leadership in the field of farm management extension work.

Otis S. O'Neal, special Negro county agent, Fort Valley, Ga., for outstanding ability, ingenuity, and perseverance as a county agent in conducting extension work among and with the colored farm population of his area.

Enos J. Perry, extension dairyman, New Brunswick, N. J., for outstanding vision and educational leadership in developing farmer acceptance of the technique of improving dairy herds

through artificial insemination resulting in the establishment of the first Artificial Insemination Association in the United States and the subsequent development of similar associations in 44 States within a 10-year period.

Ira O. Schaub, director of extension, Raleigh, N. C., for outstanding service to American agriculture and rural life through exceptional educational leadership contributing significantly to the widespread application of science to agriculture and the development of wholesome rural living.

Fred B. Trenk, extension forester, Madison, Wis., for exceptional ability and ingenuity in conducting effective educational programs in connection with farm forestry and related land use problems.

Gertrude L. Warren, 4-H Club organization specialist, Washington, D. C., for inspirational, zealous, and practical leadership in the development and guidance of 4-H Club work in this country, and for her contributions to international understanding and friendly relations through counseling with foreign governments in the establishment of similar constructive youth programs.

Dale L. Wedington, executive assistant, College Station, Tex., for exceptional ability, integrity, and resourcefulness in developing and administering an exemplary fiscal system to insure accurate and efficient accounting for the use of all extension funds.

Two extension offices were among 17 units that were cited for outstanding work as a group. They were:

County Cooperative Extension Service Staff, Marinette County, Wis., for outstanding educational leadership in developing an effective county land use policy and program involving voluntary participation by land owners and operators, as well as accompanying and related governmental action by county officials.

Cooperative Extension Service Staff, Puerto Rico, for their outstanding contributions to the welfare of the rural residents of Puerto Rico in a relatively short period of years of operation and under unusually difficult conditions.

These unit awards will be made at a later date amid appropriate ceremonies.

How a Visual Program Grows

W. O. MITCHELL, County Agricultural Agent, Clearfield County, Pa.

LOCAL visual aids of some form have been used in the majority of meetings held by the Clearfield County Agricultural Extension Service in the last 23 years.

Our picture taking dates back to 1926 when pictures of various agricultural projects were photographed with the aid of a 2 1/4 by 3 1/4 roll film camera, and these pictures after enlarging were used at small meetings to point out good agricultural practices. This first camera had an f 6.3 lens. About 1930, with the use of this camera, we began making up standard-size black-and-white slides and continued their use until 1938. During those 8 years we made up approximately 183 slides for local use. A bedsheet or a white wall was usually used as a screen.

Enter the Exposure Meter

One of the early drawbacks to getting good pictures was correct exposure under the varied conditions that extension pictures must be taken. In 1938 a photoelectric exposure meter was purchased. The local photographer stated that the value of our pictures increased by 50 percent after we began using the exposure meter. This is one of the most valuable picture-taking aids we have used.

The executive committee of the County Extension Association was already relying upon the use of visual aids in extension teaching when color film made its appearance. In 1938 they authorized the purchase of a 35-mm. camera equipped with a Compur shutter and having an f 2.8 lens. This camera has been used to take approximately 2,000 2 by 2 local pictures showing good farm and home practices. The slides are filed in a cabinet built especially for the purpose that permits rapid selection of the slides for getting a series of slides ready for a meeting.

As soon as we began using color we found that the sheet used for

showing black-and-white pictures did not make a satisfactory screen, and a beaded screen was purchased. A solid tripod was also found to be a necessity in getting sharp pictures.

In 1941, a plate-back camera was purchased with the idea of furnishing farm pictures to the local papers. The papers seemed to be glad to get pictures and readily accepted good pictures that told a story. The paper shortage as a result of the war ended our plans to use many pictures in the local papers. Since 1946 the papers have again been using as many pictures as we have to offer them.

In 1942 we began taking movies. The war made it difficult to get film, but we tried to make up one or two 400-foot reels each year. We now have nine reels of agricultural movies, two of which are devoted largely to 4-H Club work. One reel of a local yoke of oxen doing all kinds of farm work usually makes a hit with both town and country people. People like to see themselves in the movies, and advertising a meeting where local movies will be shown usually brings out a good crowd. Local colored slides plus local movies make a combination that is hard to beat.

My Most Popular Picture

"Crop Insurance," a picture taken in 1942, has been one of my most successful pictures. It shows a 10-row potato sprayer in action in a large potato field. This picture won third place in the farm machinery division of the WJZ Photo Contest in 1947. It has since appeared in several national farm magazines and was used by WJZ in a farm calendar.

Each year a part of the extension budget is set aside for film and other equipment. The executive committee of our County Extension Association believes that colored slides, motion pictures, and black-and-white pictures are essential in an over-all agricultural teaching program.

Science Flashes



What's in the offing on scientific research, as seen by Marion Julia Drown,
Agricultural Research Administration

New B Vitamin

THE family of B vitamins has been increased by B_{12} . This vitamin, a red crystalline substance, was recently isolated from liver as a bacterial growth stimulant in the laboratories of a chemical and pharmaceutical company. H. R. Bird and his fellow workers in the Bureau of Animal Industry have found that B_{12} is identical with an "animal protein factor" known to exist but not isolated. The "X factor" found by C. A. Cary and A. M. Hartman of the Bureau of Dairy Industry is closely related to if not identical with the new vitamin.

Dr. Bird found that B_{12} is needed for growth of chicks, the need becoming intensified as percentage of protein in the diet is increased. Deficiency of the vitamin retards growth in chicks and in hens causes high mortality of embryos. He found that B_{12} could be administered to chicks in feed or by intramuscular injection. One injection of 1.25 micrograms so stimulated growth in chicks as to show B_{12} to be the most potent of the water-soluble vitamins.

Pyrethrum Synthesized

PYRETHRUM, an insecticide made from the flowers of plants that must be imported into the United States, has long been important because it is a potent insect killer and yet is comparatively harmless to man and animals. Now for the first time, pyrethrum-like chemicals that kill insects have been made synthetically. This development, the culmination of about 17 years of study in the laboratories of the Bureau of Entomology and Plant Quarantine by F. B. LaForge, M. S. Schecter, and their associates, is considered comparable to the synthesis of rubber.

The structure of the toxic chemical in pyrethrum was discovered about 2 years ago. Further intensive study has recently brought about the

synthesis. Entomologist W. F. Gersdorff, in laboratory tests with the compounds produced, found one of them to be six times as toxic to houseflies as natural pyrethrum.

This discovery has great possibilities. But much remains to be done in the laboratory before synthetic pyrethrum will be commercially available.

Farm Produce Up in the Air

NO, we are not referring to the high cost of food but to air transport of fruits and vegetables. The Civil Aeronautics Authority wanted to know whether the high altitudes reached in air shipment would be damaging to perishable agricultural commodities and got the Secretary of Commerce to request the Secretary of Agriculture to find out. A study was made by the Bureau of Plant Industry, Soils, and Agricultural Engineering in cooperation with the Lockheed Aircraft Corporation, which maintains equipment at Burbank, Calif., for making altitude tests. Extensive tests on 34 fruits and vegetables indicate that the quality of such produce is not impaired by the conditions of normal flight and that special equipment in cargo planes for maintaining sea-level atmospheric pressure will not be necessary apparently, farm produce of the kind under test is not harmed by normal flight so long as temperature is kept low and humidity is controlled.

In the giant Lockheed altitude chamber, flight conditions are simulated by decrease in air pressure for ascent and increase for descent. Temperature and humidity as well as "altitude" and rate of "climb" are controlled. In one test, trays of fresh fruits and vegetables were placed in the chamber and simulated ascent was made at the rate of 3,000 feet per minute to an altitude of 30,000 feet, with descent at the same rate. When

a warm, dry flight was simulated, produce which had not been precooled became dull and wilted after 2 hours. Some products lost 6 to 15 percent in weight. When precooled to about 40° F. and at a relative humidity of 55 to 75 percent, the fruits and vegetables remained fresh and lost very little weight.

DDT Displaced in Dairy Barns

IN the days when DDT was being hailed as the miracle that would at last bring victory in man's battle against many harmful insects, warnings that further study of its effects was needed were usually brushed aside. But now, after several years of study, toxicologists state that DDT should not be used for controlling insects on dairy cows or in dairy barns.

Food and Drug Administration and Department of Agriculture scientists found that DDT thus used finds its way into the milk. Though the quantity of the insecticide that gets into the milk is extremely small, Food and Drug officials feel that even small quantities in a food such as milk might in time prove harmful, especially so as milk is the chief diet of infants and children. There is no evidence, however, that anyone has been harmed by consuming milk from DDT-treated cows. The recommendations against its further use on dairy cattle and in dairy barns are precautionary.

The entomologists of the Bureau of Entomology and Plant Quarantine are recommending a substitute for DDT in dairy barns. Methoxychlor, a new compound, can be used for the same purpose as DDT, and it is not a health hazard.

The federal entomologists have not changed their recommendations for the use of DDT in controlling insect pests on livestock other than dairy cows, or for fly control in barns and elsewhere where milk is not subject to contamination.

We Study Our **JOB**

What Are Exhibits Worth?

TO get 80,000 people out to see extension exhibits is worth a story; especially when many of the folks "clocked in" did not attend extension meetings regularly. Getting 16,000 people to request publications during this tour of exhibits in 30 counties is still more to the credit of visual aids and the Iowa extensioners who planned them. Requests for publications on the subject matter displayed in the exhibits came from every county in Iowa as well as from other States.

This caravan of 13 exhibits in Iowa's Farm and Home Labor Saving Show gave farmers and homemakers ideas on how to make their farms and homes more efficient and comfortable. The information presented through these exhibits was well received, and as a result many farm people have made use of the suggested labor-saving devices.

A study made in Cass County, Iowa, brings out some reactions of farmers and homemakers who attended the show in Atlantic, Iowa. When asked "Do you think it was the kind of show that is beneficial to farm people?" nearly all of the farmers and homemakers interviewed gave an enthusiastic "Yes." Nearly all of them said they would attend a similar show if one were planned the next year. Some of the people expressed a desire to hold an annual show of exhibits of this nature.

The farm people were particularly enthusiastic about being able to talk to the specialists in person about the different exhibits. A third of the people said this was the first time they had an opportunity to talk with extension specialists. Later, more than half of the specialists and supervisors who had taken part in the show reported an extensive increase in requests for more information on practices recommended in the exhibits. These requests came from people who attended the show as well as from

people who heard about it.

The four exhibits of most interest to farm operators attending were: Weed and pest control, water and sewage systems, good pastures and pasture improvement, and farm safety. Homemakers indicated they were most interested in the exhibits on arrangement of kitchens, home storage of clothes, kitchen and laundry labor savers, and farmstead planning and remodeling.

The farm people interviewed were asked what other fields of interest they would like included in another exhibit. In response to this, farm operators indicated the following: Electric pig brooding, automatic water, conservation practices, more emphasis on livestock, and farm implements. Homemakers made these suggestions: Gardening, landscaping, flowers, interior decorating, house plans, child development, sewing short-cuts, and foods and nutrition.

Findings in this study are based on personal interviews with farm operators and homemakers in 228 households in 78 sample areas in Cass County. Fifty-eight farm families in the group interviewed had attended the show of exhibits.

The study was divided into three sets of interviews or surveys. A "pre-show" series dealt with the farmers' attitudes toward changing practices; familiarity with the services offered by the Extension Service, and the use of such services in the past; and the current use of practices that were to be recommended at the Cass County show held on February 25, 1948.

The second survey in the series was taken a month after the show, to learn what families attended the show, their attitudes toward the things they saw, and which ideas they intended to adopt.

The third survey was made 7 months after the Cass County show to determine what practices recommended at the show had been adopted by the people attending. Each farm



operator and homemaker was asked if the practice was in use and when it was adopted. The study brings out that the people interviewed had adopted more than one-third of the practices that they decided to adopt after seeing the exhibits; another third were planning to follow some of the recommended practices.

The most widely adopted practices were those in the following areas: Farm safety, pasture improvement, poultry brooding and housing, dairy sanitation, and weed and pest control.

Although these practices had all been recommended by Extension for a number of years, they had not been generally adopted. Apparently the exhibits had the necessary visual appeal to motivate some of the people to act.

As would be expected, the people differed in recognizing the original source of what prompted them to change a practice, and the actual source of information and help needed when the change was made. They were asked the question: "If you were going to make any of these changes, where would you get the necessary information to help you?" Most of them mentioned the Iowa State College or Extension Service as the source of information they would turn to. Newspapers and magazines were second in order of frequency mentioned as their source of information; and "personal experience" and "other people" were rated third.

This Cass County study was planned by the Iowa Extension Studies Committee and carried out by Neil Raudabaugh, leader of studies. More details are given in Iowa's report of the study, entitled "An Evaluation of the Farm and Home Labor Saving Show in the Atlantic, Cass County, Iowa, Trading Area, 1948."

One Story From Beginning to End

AMOS MONROE, Assistant County Agent, Clay County, Miss.

VISUAL aids are used in our county extension work when we want to put across some particular program. A program is most effective when we use slides and pictures of local people and their projects and demonstrations.

We try to do this by telling a story from its beginning to its end. Some of the more important demonstrations that we are presenting to the people through the medium of visual aids are pastures, fertilization, 100-bushel-per-acre corn, farm machinery, conservation, dairy production, and winter grazing.

Many 4-H activities, such as camps, social affairs, Club Congress, and livestock shows, are photographed and later shown to groups of 4-H Club members. Each year, just before the time for our annual 4-H Club Camp, we show on the screen pictures of the previous camp. When action scenes of camp organization, softball, swimming, stunts, crafts, volley ball, horseshoe and washer pitching, and folk dances are shown to a group of youngsters, a great deal of interest is aroused, and we have a definite increase in camp attendance.

Visualizing Quality Milk

Visual aids with 4-H demonstrations have worked well together at quality milk programs throughout the county. These programs, held in connection with a milk plant drive for a better quality of milk, were presented to more than 5,000 people in 1948. The visual aids were in the form of an educational movie, and the demonstration on the production of clean milk was given by two 4-H dairy club members. Sediment tests made after these programs showed cleaner milk with a lower bacterial count.

We try to take detail pictures of each subject we want to teach by the use of visual aids. Some of the pictures are not usable, because some un-

necessary shots will unavoidably be made in getting a complete picture story.

To get a complete picture story, here is the way we did it on a 4-H project, "The Conservation of Farm Machinery": with color film for slides, pictures were first taken of farm machinery that had not been properly cared for—machinery that had been left in the fields when the crops were "laid by" in late summer. After a

survey of a community had been made by two 4-H Clubs to determine the amount of machinery that was not properly cared for and to determine the extent of loss, the information was printed on cards and photographed. Then photographs were taken of the two club boys demonstrating the proper care of farm machinery from the time it was removed from the field to the finished job of cleaning, oiling, painting, and putting under a shed.

These pictures have been shown to audiences of both adults and 4-H Club members.

In beginning a visual aids lesson, we flash a picture of the extension sign on the screen and explain briefly what it means. At the end of the lesson we again flash the sign.

Old and Young Use the Playground

A COMMUNITY playground is credited to the Lyon Home Demonstration Club of Coahoma County, Miss., according to Mrs. Judson Purvis, home demonstration agent.

Before voting to undertake the playground as a club project, members noted that in the 55 white families in Lyon there are 40 children ranging in age from preschool to early teens. Although the town is small, lawns did not provide enough space for the games children play, and many were playing in the street. Too, the need for supervised play was recognized.

Work on the playground began with construction of asphalt tennis courts and the baseball diamond. The county furnished labor and machinery without charge.

Necessary pipe, welding, and wood for playground equipment were largely donated by local welding and lumber companies. A total of \$197 in cash was provided by individuals and firms of Coahoma County.

A field day was held to clean up the playground site, a city block long and 50 feet deep. Club members, their husbands, children, and others helped cut weeds and remove general rubbish.

As the playground neared completion, a considerable variety of equipment became available for the children. A sand box was constructed

for smaller children. Five seesaws, three of the usual size and two for smaller children, were provided. There are a ping-pong table, whirling swings, the usual playground swings, a badminton court, croquet set, and lawn furniture.

Other games include horseshoes, Chinese checkers, and pick-up sticks.

Particular attractions are wading pool, improvised from a large army-surplus rubber raft, and a steel sliding board. Most of the cost of these items was paid when the club had the opportunity of serving the Mississippi State Alumni banquet in July.

Mrs. Dorothy C. Jones attended the supervisory school and was paid to supervise the playground. She was assisted by Jean Carroll, local college girl who volunteered her services.

During the vacation season, an average of 15 children were all-day visitors at the playground, with others coming at intervals. Mothers served refreshments on special occasions.

No accidents have occurred on the playground during supervised play hours.

Adults as well as children have access to the tennis court. It is planned to add a barbecue pit next year so that the picnic tables now provided may be put to full use by family groups.

Tools That Pay Dividends

RAY T. NICHOLAS

County Agricultural Agent, Lake County, Ill.

VISUAL aids are effective in capturing attention and holding interest. Pictures in Farm Bureau publications, enlarged prints exhibited at meetings, and 2- by 2-inch color slides have served me as valuable teaching tools.

Each has its own distinct purpose. The pictures in the Farm Bureau publication are used primarily to create reader interest. Two types of pictures are used—those that show personalities and those that tell a story. Both black-and-white and color pictures are taken at all extension meetings, tours, and demonstrations. A picture of the speaker in conference with members of a particular committee or with a number of cooperators is usually taken before or after the meeting.

These pictures are used to create interest in the story about the meeting and exhibit at future meetings, and if they are color pictures they are made into slides for projection at future gatherings.

I have observed that stories in the Farm Bureau publications are much more widely read when accompanied by a picture. People are interested in people. They like to see themselves and their neighbors in pictures. It takes time to write good stories. Therefore, if by the use of a picture we can get more people to read our well-written stories, the time spent in taking and making good pictures will pay big dividends.

Let's take a cue from the advertisers who spend millions to educate people to use their product. I wonder how many housewives are influenced in buying a certain brand of flour by observing a picture of a lovely cake or how many men are moved to buy a certain kind of livestock feed by looking at pictures of blue-ribbon winners raised on the feed. We have less money to spend than these commercial interests; therefore, we need to use the most effective tools.

I have heard some people say, "Well, doesn't it cost a lot of money to use pictures in your paper?"

I usually reply that it does cost money, but it also costs money to write good stories. And then I usually ask, "What's the use of spending time and money writing stories if the reader's interest is not aroused sufficiently for him to read the story?"

Last year I had a display of more than 150 black-and-white prints at the Farm Bureau and Extension Service tent at the Lake County Fair. These pictures were of all types: People at meetings, demonstrations, tours; pictures illustrating how someone did something; pictures of crop variety tests, fertilizer tests, and numerous others. Hundreds of visitors at the fair came in to see the pictures. They were thrilled to see their own pictures and those of their neighbors and friends. In many instances, seeing pictures of certain farming activities and test plots caused them to ask me questions about different farming practices, soil testing, feeding practices, insect control, and a great many other problems.

Uses Colored Slides at Meetings

I doubt if there is any extension worker who has not found the value of colored slides.

I recently completed holding a series of five 4-H Club meetings in different parts of Lake County. Among the slides shown were several pictures I made at District 4-H Camp Shaw-Waw-Nas-See last summer. These pictures showed the 4-H campers in their various activities and also the beautiful scenery along Rock Creek, which flows through the camp grounds. As a result of these pictures, it appears Lake County will have little difficulty in filling up its camp quota. Everybody wants to go to camp this year. The colored slides aroused an interest far greater than any speech I could have given.

I have taken a number of color pic-

tures of crop variety test plots and fertilizer test plots. In the winter of 1947-48 I showed several colored slides which indicated the performance of various crop varieties and fertilizers. One slide in particular contrasted the performance of a strip of corn growing on land which had 200 pounds of ammonium nitrate worked into the soil ahead of planting, with another strip of corn untreated. So effective was this picture that nearly all who saw it wanted to use ammonium nitrate in a similar fashion the following year.

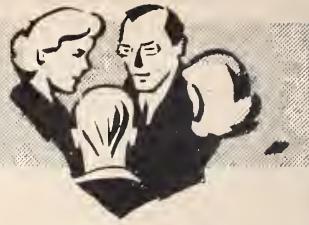
Another slide, made from a color picture of an oat variety test plot, showed Clinton oats standing erect, whereas on either side the two varieties had lodged. Needless to say, Clinton oats were in great demand the next spring.

The above are only a few examples of the way in which I have used visual aids as an effective teaching device. I feel that I am well repaid for the film used, the time spent in taking and making the pictures, and in using them as teaching devices. I would be at a loss without the two cameras I always carry with me.



Dr. R. C. Bradley, Christie Poultry Farms, Kingston, N. H. (left) presents a gold watch to veteran County Agricultural Agent James A. Purington, Exeter, in recognition of his 26 years of service to Rockingham County poultry growers. Dr. Bradley, former extension poultryman at the University of New Hampshire, made the presentation on behalf of the Rockingham growers at a county-wide poultry meeting at Brentwood.

About People...



• New Hampshire has a new State leader of home demonstration work and a new assistant 4-H Club leader. Appointed to the respective positions are Beatrice A. Judkins and Helen A. Bjorkland. Miss Judkins has served as home demonstration agent in Merrimack County since 1945. A graduate of Keene Teachers College, she has also studied at the University of Maine, Cornell University, and the University of New Hampshire.

Miss Bjorkland, county club agent in Washington County, Vt., for the last 2 years, is a graduate of State Teachers College, Framingham, Mass. and has studied at Columbia University.

• Five Tennessee extension workers were awarded 25-year distinguished service certificates at the annual dinner-meeting of Omega Chapter, Epsilon Sigma Phi, in Memphis, on

November 4. They were W. C. MITCHELL, Henry County agent; A. J. CHADWELL, extension poultryman; W. C. PELTON, extension horticulturist, and ALEX McNEIL and P. W. WORDEN, district supervisors in test demonstration work.

• With the advent of the new year, CATHERINE PEERY undertook the duties of the newly created position in rural arts on the Virginia extension staff. Miss Peery has been with Virginia Extension since 1933, working as home agent in Highland, Giles, and Rockbridge Counties and as emergency food supervisor for rural youth in the State office. In her new position, she will work with agents and clubs throughout the State in art and music appreciation, drama and literature, handicraft, and handicraft marketing.

• On January 1 the Virginia Extension Service lost through retirement one of its early pioneers in the person of SALLY GUY DAVIS. Before her appointment as district agent in 1924, Miss Davis served briefly as assistant home agent in Clarke County and as home agent in Goochland County for 5 years. Commenting on her retirement, Assistant Director Maude E. Wallace said: "In her key position as guide and adviser to home demonstration agents during these years, she has done much to develop the philosophy and shape the program of home demonstration work in Virginia."

Miss Davis is succeeded by Lucy Blake, formerly district agent at large. A native of North Carolina, Miss Blake holds a B. S. degree from Woman's College, University of North Carolina, and an M. A. degree from Teachers' College, Columbia University.

• EDWARD W. JANIKE of Omaha has been appointed State 4-H Club leader at the University of Nebraska to succeed the late L. I. Frisbie. "Ed" was brought up through the 4-H ranks and is thoroughly familiar with the 4-H program. He graduated from the University of Nebraska in 1930, with a major in animal husbandry. He has been associated with extension work since 1930, having served in several capacities with the Nebraska Extension Service. In 1945 he resigned to become secretary of the Omaha Livestock Exchange.

• FLOYD S. "DUTCH" BUCHER, when he retired from the Pennsylvania extension staff on March 1, had completed 36 years of county agent work in Lancaster County—the county where he was born and reared.

"Dutch" considers discovery and promotion of Golden Queen and Lancaster Surecrop corn varieties as most notable of early achievements in



Seven extension agents of Puerto Rico were 4-H Club members during their childhood. Pictured left to right are: Roberto Ramos Barreto, county agent at Vega Baja; Miss María Rosa Mayol, home demonstration agent in Adjuntas; Miss Rosa A. Vargas, home demonstration agent-at-large in Bayamón; Pedro J. Olivencia, county agent in Trujillo Alto; Miss Ida M. Reboyras, special agent for cooperatives and consumer education in Arecibo; Miss Carmen Renta Geli, home demonstration agent at Villalba; and Luis F. Martínez Sandín, county agent at Trujillo Alto.

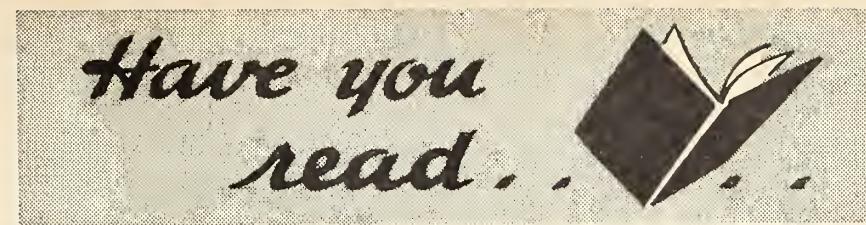
county extension work. More recently he was one of the first men in the State to encourage the use of hybrid corn, now almost universally used in the county.

"The Flying Dutchman," a name earned by his familiar figure seen scurrying around the countryside on his motorcycle, received recognition for his work in many ways. At the 1947 meeting of the National Association of County Agricultural Agents, he received the Distinguished Service Award; and last year he was presented with a Certificate of Recognition for outstanding extension work at the annual conclave of Epsilon Sigma Phi.

● In January DIRECTOR H. H. WARNER of Hawaii began establishment of part-time extension work on Lanai. Haruo Honma, who for the past 2 years has been working with J. L. Stormont in the 4-H department at the University of Hawaii, plans to spend 1 or 2 weeks of each month on Lanai setting the wheels of extension progress in motion. After the 6 months' experimental period, a full-time agent may be assigned if there seems to be need for the service, Mr. Warner says.

● Top honors were carried off by DEL H. LANDEN, Platte County agent, at Wyoming's second annual photo contest. Landen's purple-ribbon entry that won for him the grand championship trophy and cash awards was a colored flower grouping in a home beautification project. Reserve championship honors went to BEN C. KOHRS, Campbell County agent, for his black-and-white photograph illustrating soil conservation practices. Other agents winning cash awards and certificates of merit included HAROLD HURICH, Sublette County; MYRTLE B. BANG, Lincoln County; RAYMOND E. NOVOTNY, Albany County, and S. E. WEST, Niobrara County.

● On February 7, a pioneer in the field of extension entomology passed away. DR. E. G. KELLY of Kansas died at the age of 68. He was appointed extension entomologist in Kansas on July 1, 1918, and has rendered outstanding service for more than 30 years. His presence will be sorely missed by all who knew him.



RURAL ARTISTS OF WISCONSIN.

John Rector Barton. University of Wisconsin Press, 811 State Street, Madison, Wis. 1948. 196 pp. Illustrated.

● Our agricultural colleges have, through the years, been generally fortunate in the caliber of men serving them as deans. By and large, our agricultural deans were not only capable administrators but also men of vision with certain definite ideas about the development of people. One such dean was Chris L. Christensen, who headed the College of Agriculture, University of Wisconsin, from 1931 to 1943. It was largely through Dean Christensen's vision that the University of Wisconsin brought the late John Steuart Curry to the University as "artist in residence." Last year the University published a book, *Rural Artists of Wisconsin*, as an inspiring memorial to Curry, the Kansas farm boy who became one of the Nation's outstanding artists. It was perhaps in the inspiration Curry gave to many Wisconsin folks of simple background to express their inner feelings through the creative arts that he will some day have earned his greatest fame.

Rural Artists of Wisconsin is more than a book. It points the way in the direction we must go if we want to help more people find an answer to the problem of getting the highest degree of satisfaction out of life. The book reveals the case histories of 30 Wisconsin people who had heard of the rural arts project conducted by the Agricultural Extension Service. Some had little education. Some were very poor. But all felt an inner urge to do something creative. Their imagination was kindled when they heard of the project carried on by the Extension Service and the Rural Sociology Department under John Steuart Curry's direction.

A modern view of personality development is that one of life's deepest satisfactions is self-expression.

One of the greatest weaknesses in our society is the trend among people to rely on buying whatever they want. This trend is a product of our mechanized age. Buying what we need brings satisfactions when we confine it to material items like automobiles, tractors, electric refrigerators, and things of that kind. But it doesn't work out so well in satisfying our spiritual wants.

The significant point about the 30 case histories revealed in *Rural Artists of Wisconsin* is that each case history shows how the individual responded to the deep-seated impulse for self-expression. This impelling force, revealed in the lives of these 30 persons, is present in all of us, irrespective of our station in life. It required relatively little stimulation from the outside in the 30 case histories given. Each case history is accompanied by reprints of the respective individual's drawings.

In terms of education I regard the Wisconsin Rural Arts Project as a wonderful demonstration of what can be done to help people find creative outlets. Every rural county has folks with similar possibilities for creativity. The spark to set them off can logically be expected to come from the Cooperative Extension Service. Considerable tribute is due former Dean Christensen on having inspired the project; to the late artist, John Steuart Curry, on having given it such wonderful leadership; to Mr. John Rector Barton on having so attractively documented the case histories; and to the University of Wisconsin Press on a fine job of printing and binding. I should like to see the book in every extension library. I should like to see extension workers and rural groups engaged in the planning of extension programs read the book and familiarize themselves with its message.—M. L. Wilson, Director, Extension Service, U. S. Department of Agriculture.

Do you know . . .

HERMAN J. BAADE, agent for 34 years in Napa County, Calif.

A LOT of water runs under the bridges in 34 years of Extension work. It can be said in a figurative way that almost every rural acre of Napa County, Calif., bears the footprints of Herman J. Baade, county agent. And those footprints have been good for the county.

Since he was assigned to Napa County on August 1, 1914, he has personally supervised the installation of more than 2,000 septic tanks and more than 250 miles of drain pipes, trained hundreds of fruit growers in a modified pruning method, run levels and set stakes for flood control levees and irrigation systems, and performed many hundreds of services in a California county which produces 30 crops commercially. Most of those years Baade carried the extension load in his county alone, but now four agricultural agents, two home demonstration agents, and two stenographers make up the extension staff in the county.

Many of the successful leaders in business and agriculture of the county today were formerly 4-H Club mem-



Herman J. Baade.

bers whose projects he supervised over the years.

Before joining the extension staff, Baade was manager of a farm and taught classes in agriculture at the Napa High School.

Demonstrations by the Dozen

(Continued from page 123)

clear spring day), spelled out success for the whole event. A hard road, running through the Jarrett farm and near the buildings, provided easy access. Demonstrations were spread out to avoid conflict and confusion, yet the lay of the land permitted six to be viewed, at varying distances, one at a time. By prearrangement, the crowd (without knowing it) was encouraged to rotate among the different projects at periodic intervals. Veteran trainees of the county, divided into groups, showed the way for other spectators.

Most demonstrations operated on hourly schedule, each period a complete unit in its phase of the day's program. The large crowds, effec-

tively organized, showed businesslike zest and intentness at each of the different stops.

Direction signs posted along approaching highways and about the premises served their purpose. An information stand set up at the main entrance distributed mimeographed information on individual events. A sod field to the rear of the barn afforded ample and convenient parking. Visitors drove in and out at will. Six State policemen handled traffic at nearby highway intersections and at the farm. Toilets had been specially constructed.

A Red Cross tent, set up by the Lycoming chapter, proved the foresightedness of the planners when

minor mishaps required first aid. Two county granges, Eagle and White Hall, supplied hot dishes and other refreshments. Those in charge had no way of knowing in advance whether the attendance would reach 500 or possibly 5,000. They planned adequately and were handsomely rewarded. Visitors were pleased. Their interest reflected the worth, to them, of the county's biggest 1-day program in out-of-school agricultural education. County Agent Anders says that the event has already stimulated farmer requests for additional extension information.

Home Economics Scholarship

An annual scholarship to aid a deserving young woman to enroll in or complete her home economics education at Ohio State University has been established.

This scholarship, made possible through the initiative and voluntary action of the State and various county home demonstration councils, will be known as the Minnie Price Scholarship in honor of Miss Price, home demonstration leader in Ohio since 1923.

Work on establishing the scholarship was begun early in 1948 by the State Home Demonstration Council. Through the home demonstration councils in the various counties, 67 counties participated in the funds drive, with 29 counties each contributing \$100 or more.

Largest contribution, of \$200, came from Columbiana County, the committee said, and funds are continuing to arrive. By the end of December, the committee had passed the original goal of \$5,000 by several hundred dollars.

As funds accumulate, the State council believes that eventually more than one scholarship can be awarded per year. At present, plans are under way to get nominations for the scholarship from the county home demonstration councils.

It is the hope of the State council committee that the young woman selected for the scholarship will either have an interest in home demonstration work or will decide to become a home demonstration agent upon completion of her college work.

Iowa Women Take "Good Neighbor" Tour

(Continued from page 129)

mutual problems, and each group became better acquainted with the other's extension program.

As a result of the tour, Washington County homemakers have a better idea of the economy of the neighboring States; they have enlarged their list of friends and broadened their horizons. As one woman said, "We are too quick to judge the peoples of another States by migrant workers from that area. I'm glad I've met the real people as we did on our trip." As the women give reports in their communities of the things they saw, the vision and understanding of others will also be broadened.

Trip Suggestions

As a home demonstration agent who had just experienced her first organized tour, I would suggest the following "do's" for planning such a trip:

1. Allow plenty of time to set it up. Three months is none too long.

2. Establish the goals of the tour and include activities that will accomplish those goals.

3. Enlist the help of your State home demonstration agent leader and those in the States to be visited, and through them work closely with home demonstration agents in each area. They can help you to make the most of the time spent in the area.

4. Work out a definite daily schedule; then let it help the women to enjoy the trip. (We averaged around 200 miles per day which gave time to see points of interest en route.)

5. Encourage a person familiar with an area to ride on the bus to point out things of interest—State extension personnel, home demonstration agents, county agents, or women's chairmen, are excellent.

6. Install a public address system on the bus—it is difficult to make all hear without it when the bus is in operation.

7. Make room reservations well ahead of the tour. If the list of women as they wish to room is sent ahead, checking in will be speeded up.

8. Reservations for evening meals can usually be arranged ahead of time. To facilitate breakfast and luncheon, check with the restaurant manager as to food supply and help before the group enters. This is essential if time is important and reservations have not been made. Avoiding rush hours for noon meals is good. Sometimes it is wiser to split the group to eat at several places.

9. Be sure the women understand that a week's traveling is strenuous. State of health may be more important to consider than age. If each person limits herself to one suitcase that she can handle, the baggage problem is lessened.

10. Obtain as good a bus as possible; good springs and comfortable seats make the trip easier. If several companies operate in an area, bids may be obtained. A friendly, co-operative driver is an asset.

11. If the women have studied the area ahead of time, the trip will mean more to them.

12. Make plans for them to discuss their tour in as many clubs and communities as possible when they return.

13. Check roads and bridges with the bus company—some have a load limit. As a 37-passenger bus loaded weighs some 16 tons it is important to plan ahead. Plan carefully if the trip includes side trips off main highways. Here the roadbeds, bridges, and width of roads and turns are of great importance.

Institutes for 4-H Leaders

Nearly 10,000 local adult and junior leaders of 4-H Clubs throughout Minnesota received special help in more effective leadership through a series of county-wide institutes which began the first of the year and continued through March.

The 4-H leaders' institutes were held in every county, according to A. J. Kittleson, State 4-H Club leader in Minnesota. They gave special attention to discussions of advanced livestock and home economics projects, emphasizing the importance of giving boys and girls a challenge to continue in 4-H Club work longer. They also presented effective materials for demonstrations and gave helps on recreation and work in judging.

NATIONAL FARM SAFETY WEEK

A Proclamation by the President of the United States of America

WHEREAS unsafe practices continue to cause needless injuries and death to farm people; and

WHEREAS widespread adoption of safer ways of working and living would save thousands of people from tragic injury or accidental death;

NOW, THEREFORE, I, HARRY S. TRUMAN, President of the United States of America, do hereby call upon the Nation to observe the week commencing July 24, 1949, as National Farm Safety Week, and I request all organizations and persons interested in farm life and welfare to join in a continuing drive against practices which endanger farm people in their homes, in the fields, and on the highways. I also urge each member of every farm family to study the hazards associated with rural life with a view to performing all tasks in the safest manner possible every day throughout the year.

Clover Clan in the Pacific

Kapulena 4-H Clubs in the Hawaiian Islands are building a park! They are using a half acre of wasteland made available by the Honokaa Sugar Co. A plantation bulldozer and trucks did the preliminary clearing. The 4-H'ers carried on from there. They are grading the land and planting grass, hibiscus, palms, and poinciana trees. A basketball court and a baseball backstop have already been built.

And that's not all these boys and girls are doing. They're earning money by growing and selling vegetables. Their goal this year is \$300. They've already earned more than \$100 on a fifth of an acre of beans.

Tom Okazaki is club leader—one of the most active leaders in the Territory of Hawaii. Tom is a truck-crop grower who has been active in the 4-H movement about 7 years. As a result of his enthusiasm and love for young people, the 4-H Clubs have become one of the most active forces for community betterment in Kapulena.

Movie in Color on

Step-Saving Kitchen

You may get the motion picture on the Department's step-saving U-shaped kitchen to show to groups. This movie is a 14-minute film in color with narration sound track and is 16 millimeter size. One print of the film has been deposited in each State and may be borrowed. Federal and other Government agencies may purchase at the Department's contract price.

For further information about buying or borrowing prints, write to the Bureau of Human Nutrition and Home Economics, United States Department of Agriculture, Washington 25, D. C.

Copies of a printed bulletin, "A Step-Saving U Kitchen," MP 646, have been sent to States.

